

After a year sending monthly polls to our Audience Panel, we have learned so much about them: how they engage with arts and culture, as well as their behaviours, motivations and attitudes towards arts and culture. To wrap it up, we have created four Audience Personas based on the insights we found and the people we met during our focus groups. Each persona was crafted using a mix of real quotes, personal anecdotes and trends we've seen in our monthly polls' responses. You may recognise some of them from your own audiences! And that is our goal – for you to use these personas to plan your next steps.

## Accessibility Persona – Jan, 46

### What does art mean to her?

*“The solitude of wandering around a museum or gallery alone is amazing. The connection with friends and strangers at a crowded music or comedy event is amazing in a different way. They all feed the soul - that’s what I like most I guess.”*

### Interests

Jan spends a lot of time enjoying all the cultural activities the city has to offer – it is a huge part of her life. She is happy to attend these activities on her own or with friends. She enjoys being at events that offer something new to experience and wants to be entertained in a welcoming environment.

### Family

Jan is a single woman in her mid-forties with a visual impairment. She lives at home with her elderly mother who has caring needs. Her spare time can be limited, so she likes to spend time at cultural events whenever she is able to, as this is her favourite thing to do.

### Pet peeve

Venues not storing her accessibility requirements when rebooking tickets.

### Location

Her family home is a 15-minute bus journey from the venue. She struggles to visit venues too far from a bus stop, so this is important to her.



### Finances

Jan is unemployed but receives a PIP allowance and carers allowance. Due to budget constraints, she manages her money carefully. Free events would be of interest to her, but she is still willing to pay for something she is really excited about.

### Marketing channels

Jan finds out info directly from organisation’s websites and keeps up to date through e-newsletters. She struggles with websites with weak colour contrasts and will avoid organisations online who she has not had a good experience with previously.

### Covid

Online performances were transformative for Jan. *“Specific to online - greater range [to choose from], seeing new mediums and, being partially sighted, getting a great view.”* A variety of clearly communicated covid safety measures, shared in advance, were essential for Jan to consider it safe enough to return to her favourite venues later in the year.

### Goals

Jan needs specific info from a venue to fully enjoy the experience or go at all. She likes to be able to book tickets without having to ring all the time to explain her needs repeatedly. She wants to be able to enjoy her evening without undue fuss. Her needs are different depending on the venue – it is disappointing if a venue won’t make it easy for her to attend an event.